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PATENT  
Docket No. 20184/NNR11USIN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE

First Named Inventor : Lauckhart ) I hereby certify that this document is  
U.S. Serial No. : 09/695,216 ) being deposited with the United  
Filed : October 25, 2000 ) States Patent and Trademark Office  
Title : SYSTEM AND METHOD ) via facsimile on this date:  
FOR ESTIMATING )  
PREVALENCE OF DIGITAL ) October 3, 2012  
CONTENT ON THE )  
WORLD-WIDE-WEB )   
Art Unit : 2442 )  
Examiner : John Moore Jain Macilwinen )  
Heather Sisco

TRANSMITTAL OF A BRIEF ON APPEAL AND  
PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)

Mail Stop Appeal Brief - Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith is a Brief on Appeal in connection with the above-referenced patent application.

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## 1. Extension of Time

- ☒ This is a petition for an extension of time under 37 CFR 1.136 for the total number of months checked below:

EXTENSION (Months)	FEE FOR LARGE ENTITY		FEE FOR SMALL ENTITY	
One Month		\$150.00		\$75.00
Two Months	X	\$560.00		\$280.00
Three Months		\$1,270.00		\$635.00
Four Months		\$1,980.00		\$990.00
Fifth Month		\$2,690.00		\$1,345.00

Extension Fee Due With This Request \$560.00

## 2. Fee for Filing Appeal Brief in Support of Appeal

- ☒ Fee for filing appeal brief under 37 C.F.R. § 41.20(b)(2): \$620.00

## 3. Method of Payment of Fees

- ☒ Deposit Account No. 50-2455 \$1,180.00
- ☐ No Payment Due

## 4. Deposit Account and Refund Authorization

The Commissioner is hereby authorized to charge \$1,180.00 or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-2455.

Please refund any overpayment to Hanley, Flight & Zimmerman, LLC at the address below.

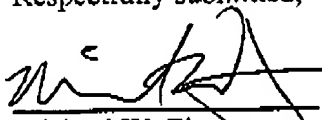
## Correspondence Address:

Hanley, Flight and Zimmerman, LLC  
USPTO Customer Number 81905  
150 S. Wacker Dr., Suite 2100  
Chicago, IL 60606  
Phone: 312.580.1020

October 3, 2012

Respectfully submitted,

By:

  
Michael W. Zimmerman  
Registration No.: 57,993  
Attorney for Applicants